

City of Alexandria, Virginia

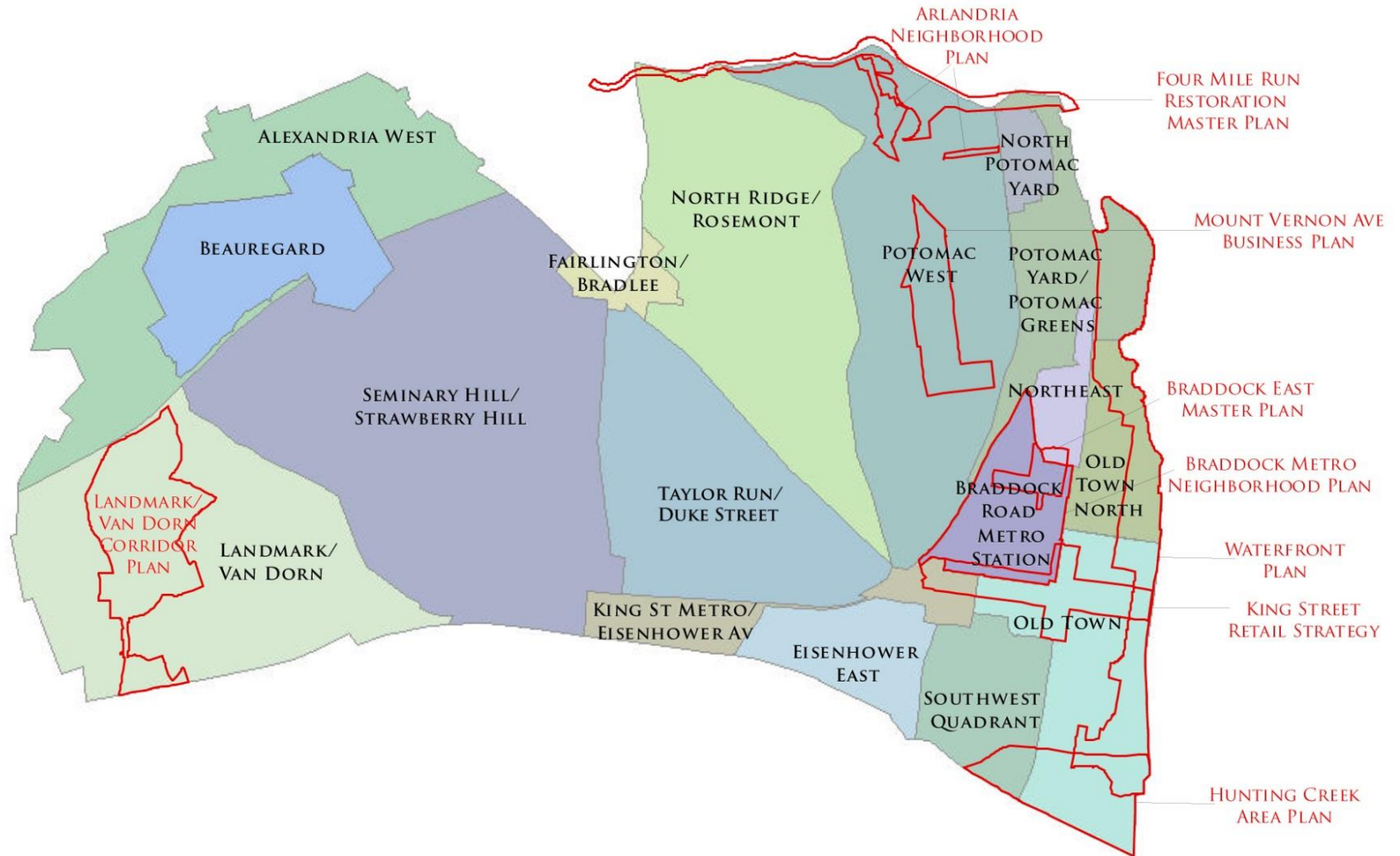
# OLD TOWN NORTH SMALL AREA PLAN UPDATE

## Charrette Week

Public Meeting #1  
Monday, November 16, 2015  
7:00 – 9:00 PM



# CITY OF ALEXANDRIA, VIRGINIA MASTER PLAN



 OVERLAY PLANS

Plans identified with red boundaries signify overlay plans. Overlay plans are supplemental plans and amendments to existing Small Area Plans. Properties located within the boundaries are subject to the requirements and regulations per the overlay plan. If the overlay plan is silent to or does not address a specific issue or topic, then the underlying Small Area Plan applies.

# Old Town North's Evolution



- 18<sup>th</sup> century (1730's), Alexandria began as a tobacco trading port at West's Point in OTN.
- 19<sup>th</sup> century, OTN was a farming and industrial area spurred by:
  - 1830's Construction of the Alexandria Canal
  - 1850's Construction of the Railroads.
- 20<sup>th</sup> century, opening of the GW Memorial Parkway to DC.
- Post WWII, boom in residential and, particularly, in commercial Development occurred.
- 1974 OTN SAP, encouragement of a mixed-use area.
- 1980's Settlement Agreements between the Federal Government and local waterfront property owners, inclusion of mixed use and open space specifications in land deeds.
- 1992 OTN SAP, smart planning and zoning tools, including Urban Design principles.

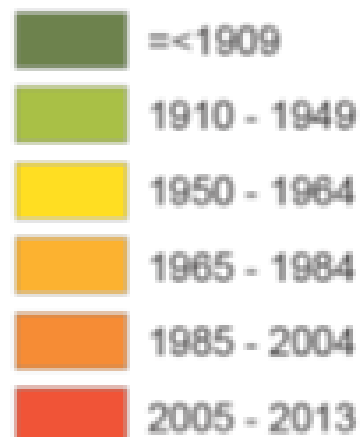


# Old Town North Evolution

## Buildings by Year Built

### LEGEND

#### Year Built



OTN Small Area Plan Boundary



# 1992 OTN SAP

## Background - Goals and Recommendations



**Page 1:** *“This 1990 Small Area Plan for Old Town North aims to achieve a fair balance between competing residential and commercial interests. It applies comprehensive planning, zoning and urban design techniques as innovative, creative tools to improve the character and quality of the area. . .”*

### **1992 Goals and Recommendations in the following Areas:**

- Mix of land uses
- Established height limits
- Urban design and review process
- Promote uses and activities that make OTN lively
- Inviting streetscape and traffic patterns
- Revitalize N Washington Street as a gateway.
- Protect the visual sightlines to the Waterfront
- Make better use of existing open space





Waterfront Plan 2012



# Prior to the OTN Update



- Council guidance for processing applications
- NOTICe vision and goals
- WMATA Bus Board planning Process
- Montgomery Park Planning process

# NOTICe Vision Statement



- Creating a Sense of Place with Innovative Architecture, Design, and Open Spaces
- Maintaining Water Views and Public Access to Maritime Uses
- Respecting Existing Residential Neighborhoods
- Contributing to a Cultural Milieu Hospitable to Museum and Performance Spaces that also serve as Community Meeting Places
- Preserving Walkability and Accessibility through Multiple Transportation Modes without Creating Congestion



# Bus Barn Design Principles



## *Design Principles*

- Any development proposals shall be compatible with the goals recommended in the Old Town North Small Area Plan as well as the Urban Design Guidelines,
- A potential rezoning to a CRMU-zone and a maximum of 2.5 FAR will be considered.
- Development shall be predominantly residential and may include a limited amount of ground floor accessory retail, personal service or community-serving use.
- Compatible building components and avoid the appearance of a single large building.
- Appropriate transition in Heights
- All parking shall be located either below-grade or in rear load garages and accessed from an internal alley.
- All existing and proposed utilities shall be located underground.
- At the pedestrian streetscape level, any proposed development shall provide for a variety of architectural elevations, quality architectural details and materials, and articulation of the wall plane.
- Off-site open space improvements shall be provided to enhance connections to the Potomac River and Oronoco Bay Park.
- Review by the Urban Design Advisory Committee, the following exhibits will be required.

# OTN SAP UPDATE

## Challenges and Opportunities



- Potential future redevelopment sites without current proposals
- PEPCO substation on NRG site
- Proposed Dominion Virginia Power (DVP) 230-KV Transmission Line on NRG Site
- Future railroad tracks use
- Capitalizing on the proximity to the Potomac River
- Potomac Yard Metro Station
- Dangerfield Island anticipated improvements

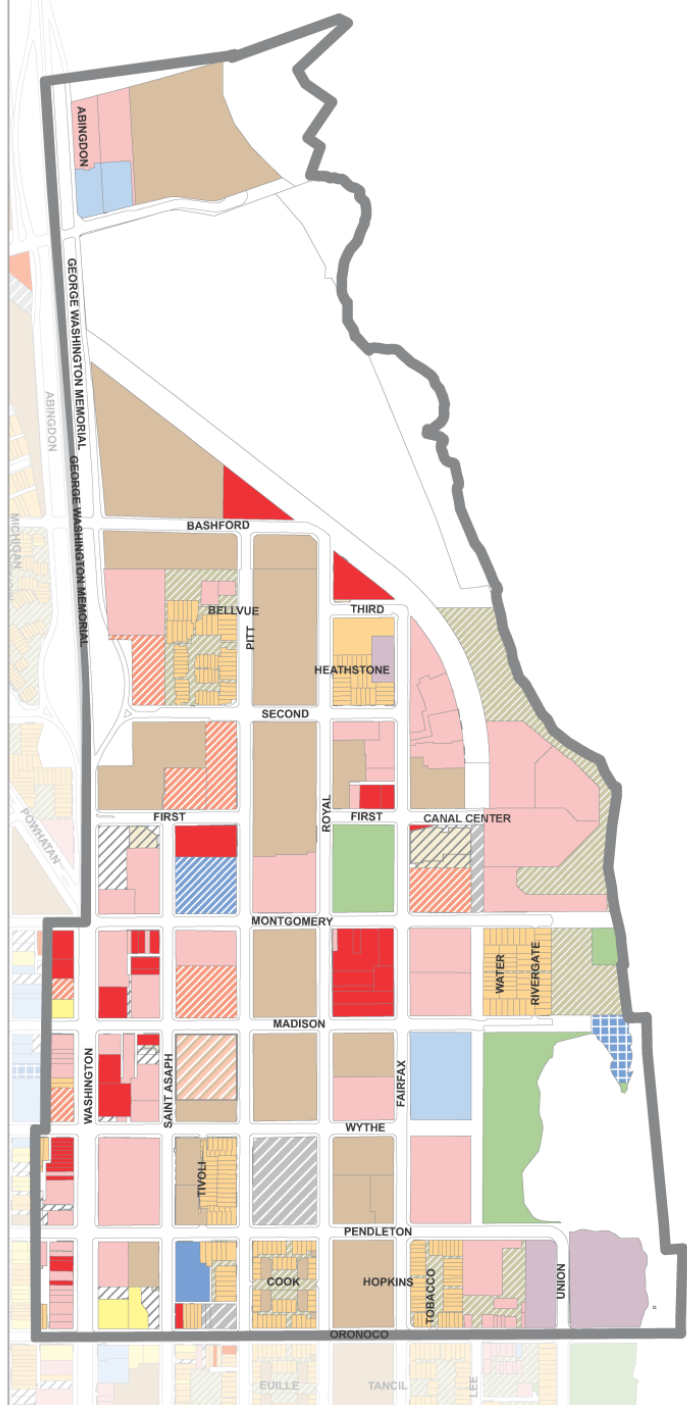


# 2015 Existing Land Use Map

## LEGEND


- Res - SF Detached
- Res - SF Attached
- Res - Multi-Family
- Res - Other
- Retail/Service
- Mixed Res w/Retail
- Hotel/Motel
- Office
- Warehouse
- Common Area
- Vacant
- School
- Institutional
- Library
- Government - City
- Government - State
- Government - Federal
- Recreation and Parks
- Open Space
- Transportation
- Utility

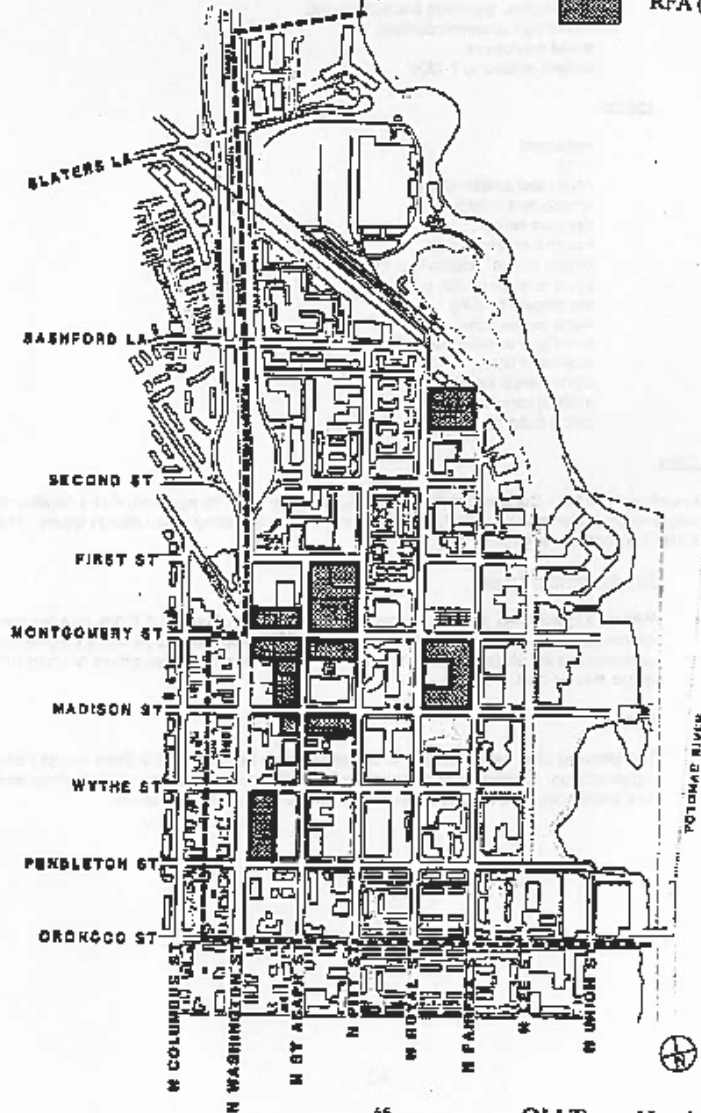
Based on City of Alexandria Real Estate Data  
Parcel Land Use Code



Map 12

**Retail Focus Areas (1992)**

 RFA (retail focus areas)



# 1992 OTN SAP

## Retail Focus Areas





## OLD TOWN NORTH

EXISTING GROUND FLOOR RETAIL

(P&Z SURVEY)

October 22, 2015



### Restaurants/Cafes

- 1 Bistrot Royal
- 2 Bistro on First
- 3 Cafe Monte Carlo
- 4 Fin & Hoof
- 5 Perfect Pita
- 6 Tokyo Japanese Steakhouse
- 7 Asian Wok Cafe
- 8 Haute Dog & Fries
- 9 T.J. Stone's
- 10 Hank's Pasta Bar (opening soon)
- 11 Casa Felipe
- 12 Extra Perks Coffee Shop
- 13 Bruscato's
- 14 A La Lucia
- 15 Fairfax Deli
- 16 Royal Thai Restaurant
- 17 Royal Restaurant
- 18 Starbucks
- 19 Tealism

### Hotels

- 1 Best Western Old Colony Inn
- 2 Holiday Inn & Suites
- 3 Crowne Plaza Old Town
- 4 Towne Motel Alexandria
- 5 Sheraton Suites Old Town
- 6 Travelodge Alexandria

### Health & Fitness

- 1 VitaFlo
- 2 Wheel Nuts Bike Shop
- 3 River's Edge Yoga
- 4 Alexandria Pilates Collective
- 5 Seichou Karate
- 6 CrossFit Old Town
- 7 Old Town Sport & Health
- 8 FitOne Personal Training
- 9 532Yoga
- 10 Ultimate Results

### Salon/Spa

- 1 Solar Planet of Alexandria
- 2 New York Beauty Salon
- 3 Serenity Day Spa
- 4 Aquilano Salon
- 5 Flair Nail Salon
- 6 Sandra Cope of Old Town
- 7 Nail Magic
- 8 Nittaya's Hair Design

### Gas Station/Car Repair

- 1 Kestermann Foreign Car Service
- 2 Old Town Gas & Auto Repair
- 3 Shell/Old Town Car Care
- 4 Liberty
- 5 Exxon

### Interior Design

- 1 Abaca Imports
- 2 Snaidero (opening soon)
- 3 Alexandria Framing
- 4 Renaissance Tile & Bath
- 5 Nicole's Flowers
- 6 Erickson & Ripper Gallery
- 7 Studio Antiques & Fine Arts
- 8 SCW Interiors
- 9 Kelly's Art & Frame

### Grocery/Liquor

- 1 ABC
- 2 Au Domaine Wine
- 3 Harris Teeter
- 4 Trader Joe's

### Cleaners/Clothing Care

- 1 Baldwin Fabricare Center
- 2 Kim's Dress Design
- 3 Michael's Dry Cleaning
- 4 Ann's Cleaners

### Auction/Antiques

- 1 Potomack Company
- 2 EZ Auctioning
- 3 Diehl Antiques & Artifacts

### Jewelry

- 1 Rubini Jewelers
- 2 Dietzel Master Watchmaker

### Shipping/Office

- 1 AlphaGraphics
- 2 Computer Helpers
- 3 Dale Digital Printing
- 4 Pack & Ship Plus
- 5 FedEx

### Education/Childcare/Training

- 1 St. Anthony's Day School
- 2 Veterans Curation Program
- 3 Learning Stars
- 4 Northeast Stars Montessori
- 5 Great Beginnings Early Learning

### Medical/Dental

- 1 Alexandria Dental Art
- 2 Alexandria Medical Arts Pharmacy
- 3 Larson Orthodontics
- 4 Alexandria Art of Dentistry

### Arts

- 1 Metro Stage
- 2 Alexandria Art League

### Business/Marketing

- 1 New Target, Inc.
- 2 Motiv Strategies
- 3 RedPeg Marketing
- 4 Corallo Media Strategies

### Attorneys/Accountants

- 1 Ross & Moncure
- 2 Wade Friedman & Sutter PC
- 3 Executive Office Suites (various)

### Real Estate/Building

- 1 Advanced Construction Group
- 2 MRE Properties

### Clothing

- 1 Talbots

### Banks

- 1 PNC Bank
- 2 Cardinal Bank
- 3 Bank of America

### Pets

- 1 Olde Towne School for Dogs

1992 Plan - Retail Focus Areas

# 2015 OTN Existing Retail



October 26, 2015

### FUTURE POTENTIAL SITES

1. NRG-PRGS
2. Crowne Plaza Hotel
3. Craddock Site

## REQUESTS FOR PROPOSALS

4. WMATA Bus Barn
5. ARHA Properties

## PENDING APPLICATIONS

6. Canal Center - Public Improvements/ Garage Enhancements
7. 800 - 802 N. Washington (Towne Motel)
8. Old Colony Inn
9. ABC/Giant
10. 801 N. Fairfax (Residential Conversion)

APPROVED AND/OR UNDER CONSTRUCTION

11. Robinson Terminal North
12. Health Department
13. Cotton Factory (The Mill)
14. 700 N. Washington

## RECENTLY CONSTRUCTED

15. Harris Teeter/The Kingsley
16. The Oronoco
17. Printers Row

\*These are sites as they have been identified at the start of the planning process.



# 2015 OTN Redevelopment & Development Sites



## OLD TOWN NORTH

EXISTING ACTIVITY & FITNESS MAP

October 22, 2015



### LEGEND

#### Park Use Type

- Active
- Mixed-Use
- Natural Area
- Passive

#### Bike Lane Type

- Mt Vernon Trail (Bike/ Ped)
- Walk/ Run Trail
- Off-Street Bike Trail
- On-Street Bike Lane

#### Activity



#### Health & Fitness

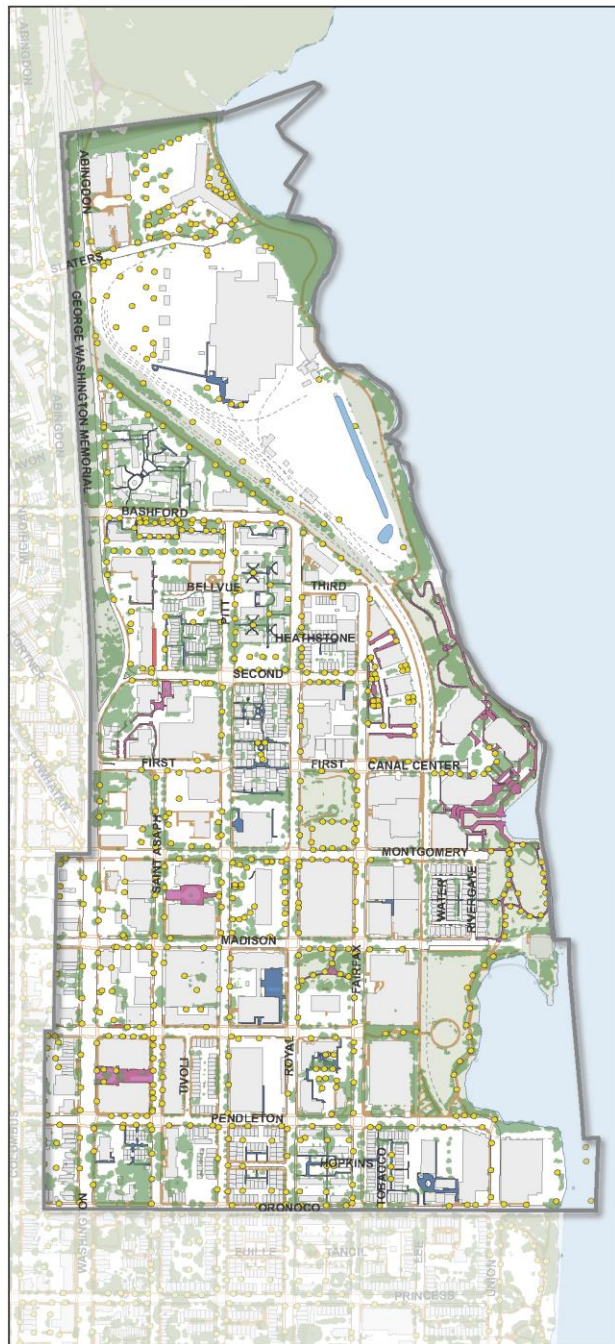
- 1 Wheel Nuts Bike Shop
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- 4 Seichou Karata
- 5 CrossFit Old Town
- 6 Old Town Sport & Health
- 7 FitOne Personal Training
- 8 532Yoga
- 9 Ultimate Results

Old Town North  
Small Area Plan Boundary

\* Publicly accessible private park (including portion of Rivergate Park).  
See Waterfront Park District Maps for additional information.



# Open Space and Connections



## OLD TOWN NORTH

### EXISTING STREETScape MAP

October 22, 2015

0 200 400 800 Feet



#### Legend

- StreetLights
- Tree Canopy
- Parks, Recreation & Open Space
- Public Sidewalk
- Public Easement
- Private Sidewalk
- Missing Sidewalk
- Crosswalk
- Old Town North Small Area Plan

# Roads and Streetscapes





# OTN SAP UPDATE



- Will build on the 1992 OTN SAP Goals and Recommendations
- Planning Framework Areas
  - Planning, Urban Design and Land Use
  - Transportation
  - Housing
  - Infrastructure and Environmental Sustainability
  - Open Space, Recreation, and Cultural Activities
  - Historic Preservation
  - Economic Development
  - Implementation
- Key Planning Tool for Framework – Charrette
- OTN SAP Advisory Group Charrette Subcommittee
- Post Charrette Public Hearings – Seek Green Light to move from Phase 1 to Phases 2 and 3 of Work Plan

# OTN SAP Update Advisory Group



- **Maria Wasowski**, Chair (Planning Commission and Transportation Commission)
- **Steven Arabia** (Property Owner Representative)
- **Engin Artemel** (Community Representative – At Large)
- **Scott Barstow** (Environmental Policy Commission)
- **Anna Bentley** (Community Representative – At Large)
- **Chip Carlin** (Board of Architectural Review – Old & Historic District)
- **Elizabeth Chimento** (Community Representative - At Large)
- **Herbert J. (Herb) Cooper-Levy** (Community Representative – At Large)
- **William Cromley** (Park and Recreation Commission)
- **Krista Di Iaconi** (Property Owner Representative)
- **Austin Flajser** (Property Owner Representative)
- **Stephen Goodman** (Community Representative – Homeowner Associations/At-Large)
- **Carolyn Griffin** (Community Representative – At Large)
- **Kevin Harris** (Community Representative – Alexandria Redevelopment & Housing Authority Resident Representative)
- **Marie McKenney Tavernini** (Urban Design Advisory Committee Representative)
- **Bruce M. Machanic** (Business Representative)
- **Carlos Mejias** (Business Representative)
- **Thomas F. Soapes** (Community Representative – NOTICe Representative)
- **David Speck** (Alexandria Economic Development Partnership)
- **Jeff Strup** (Property Owner Representative)
- **Christa Watters** (Community Representative – Homeowner Associations/At-Large)

# OTN SAP Update Work Plan



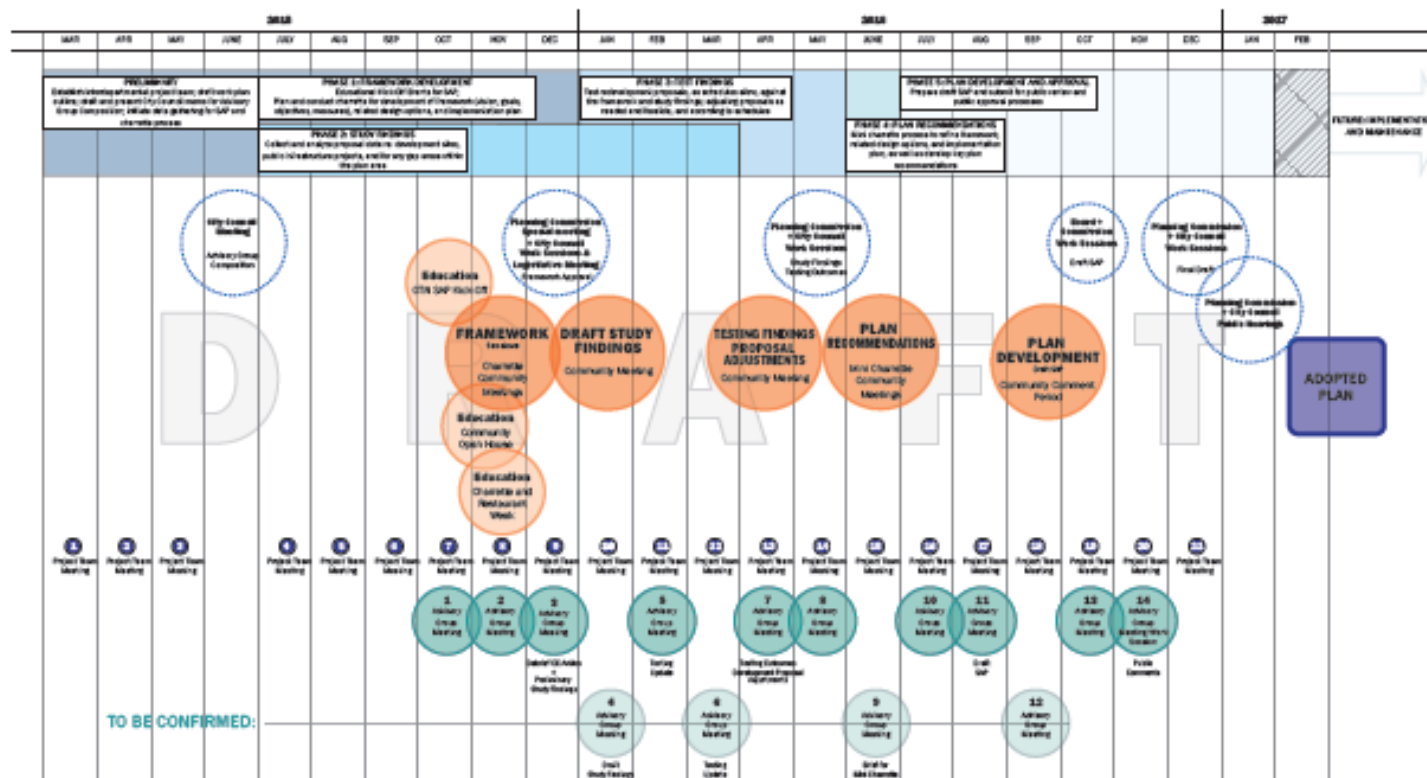
- **OTN SAP Update - 18 Month Planning Process**
  - **Advisory Group Established** (September 2015)
  - **Planning and Civic Engagement** (October 2015 to December 2016)
  - **Anticipated Plan Update Approval** (January 2017)
  - **Implementation**

# Old Town North Small Area Plan Work Plan



## WORK PLAN DIAGRAM OLD TOWN NORTH SAP

October 22, 2015





# 5-DAY CHARRETTE SCHEDULE

November 4, 2015

	Day 1 Monday, Nov 16	Day 2 Tuesday, Nov 17	Day 3 Wednesday, Nov 18	Day 4 Thursday, Nov 19	Day 5 Friday, Nov 20
8:00 AM		Set-up	Set-up	Set-up	Set-up
9:00 AM		Team Meeting	Team Meeting	Team Meeting	Team Meeting
10:00 AM	Community Tours (AG Host)	Staff organizes input from previous meeting into distinct “options” for public to react to.	Staff continues to refine the options for the evening meeting	Staff documents feedback; creates one or more synthesis proposals	Staff continues to refine synthesis proposal for the evening meeting
11:00 AM					
12:00 PM					
1:00 PM					
2:00 PM					
3:00 PM	Open House (AG Host)				
4:00 PM					
5:00 PM					
6:00 PM					
7:00 PM	Public Meeting #1 (AG Host) **				
8:00 PM				Celebration	
9:00 PM	Close-up	Close-up	Close-up	Close-up	Close-up

Open House
  Community Event
  Technical Meetings
  Team Meetings

## Location:

**44 Canal Center Plaza, 4th Floor**  
**Alexandria, VA 22314**

\* The public is welcome to walk in at anytime during the charrette.

\*\* Child care will be provided.

For detailed information about these events, please visit the Old Town North Small Area Plan Update webpage; or contact Nancy Williams, Principal Planner [nancy.williams@alexandriava.gov](mailto:nancy.williams@alexandriava.gov), 703.746.3858.

# OTN SAP UPDATE



## Public Meeting #1 Group Exercises

# OTN SAP Update



## Website

- [www.alexandriava.gov](http://www.alexandriava.gov)

## Online Engagement

- Comment Board – [www.alexandriava.gov/86032](http://www.alexandriava.gov/86032)
- Alex Engage – <http://engage.alexandria.gov>

## Contact

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Alexandria City Hall  
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Alexandria, VA 22314  
[nancy.williams@alexandriava.gov](mailto:nancy.williams@alexandriava.gov)  
703.746.3858